



DOOR COUNTY TOURISM ZONE

STRATEGIC PLAN COMMITTEE MEETING

Minutes of June 22, 2022-1:00 p.m.

Zoom Meeting conducted from Council Chambers

City of Sturgeon Bay – 421 Michigan Street

7 **ACTION ITEMS:**

8 **Discussion of strategies and measurables related to tourism.**

9 **Adjournment.**

10 **Committee Members Present by Roll Call:** Dave Eliot, Nedd Neddersen, Pam Seiler, Kate Lindsley, Todd Trimberger/DDC, Mona Christensen/DDC, Meredith Coulson-Kanter/DDC, Jeff Lutsey/DDC.

11 **Absent:**

12 **Also in Attendance:** Juliana Behme/**DCTZC**, Julie Gilbert/**DDC**, Jon Jarosh/**DDC**, Laura Bradley/**DDC**, Michelle Rasmussen/**DDC**

13 **Call to Order**

14 The meeting was convened by Julie Gilbert at 1:03 pm.

15 **ACTION ITEMS:**

16 **Discussion of strategies and measurables related to tourism.**

17 Bradley and Rasmussen began the meeting by reviewing the previous meeting's SWOT analysis results and a presentation on discussed key performance indicators (KPIs) based on the identified issues.

18 Committee members commented on the presentation produced by the SWOT analysis and modified the presentation for release.

19 The meeting was adjourned at 2:30pm.